I. AMENDMENTS TO THE CLAIMS:

Kindly amend claims 1, 15, 17, 31, 33, 51 and 67-76, and add new claim 77 as follows.

The present listing of claims replaces all prior listings, or versions, of claims in the above-captioned application.

Listing of Claims:

1. (Currently Amended) A system for delivering streaming multi-media content over the Internet comprising:

at least one client workstation, responsively interfaced to the Internet wherein link encoded web pages, or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, are displayed and said at least one client workstation enabling a user to select a link of the link encoded web pages, or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, thereby resulting in the transmission of a request over the Internet for receiving the multi-media content, said link specifying the multi-media content and format associated therewith;

at least one linking server hosting at least one link conversion process, wherein the linking server enables a plurality of formats to stream without having to deploy one or more reference files containing an address to the multi-media content and receives the request for the multi-media content from said at least one client workstation, the request comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding, said at least one linking server generating another request to stream the multi-media content to

said at least one client workstation, said another request automatically formatted or preformatted to be in conformity at least with the format of the multi-media content via said at least one link conversion process; and

at least one streaming multi-media server storing the multi-media content, and responsive to the another request received from said at least one linking server delivering the multi-media content over the Internet to said at least one client workstation.

2. (Original) The system as in Claim 1 wherein said link specifying the multi-media content and the format associated therewith further includes specification of said at least one linking server for pre-processing the request.

3. (Original) The system as in Claim 1 wherein said request expressly specifies a communications port of said at least one linking server.

4. (Original) The system as in Claim 1 wherein said request does not expressly specify a communications port of said at least one linking server.

5. (Original) The system as in Claim 1 wherein said at least one linking server includes a database for recording each said request.

6. (Original) The system as in Claim 1 wherein the linking server processes said request

only if the requesting client pays for the requested multi-media content.

7. (Original) The system as in Claim 1 wherein the linking server processes said request only if the requesting client is authorized to receive the requested multi-media content.

8. (Previously Presented) The system as in Claim 1 wherein the linking server hosts said conversion processes for requests for multi-media content in a plurality of formats including formats selected from the group consisting of Windows Media™, RealNetworks™, QuickTime™, MP3 and MPEG formats.

9. (Original) The system as in Claim 1 wherein said web pages are hosted on a web server, wherein said web server only serves requests for content consisting of web pages.

10. (Original) The system as in Claim 1 wherein the multi-media content is at least one of a RealNetworks™, QuickTime™,Windows Media™, MPEG and MP3 multi-media clip.

11. (Original) The system as in Claim 1 wherein said link specifying the multi-media content and the format associated therewith specifies one of a plurality of different formats.

12. (Original) The system as in Claim 1 wherein said link conversion process further comprises a standalone application specified in at least one of Visual Basic and Visual Basic

Script under Microsoft ASP.

13. (Original) The system as in Claim 1, wherein the at least one link conversion process is a plurality of link conversion processes.

14. (Original) The system as in Claim 1, wherein the at least one linking server is such that a single server hosts a plurality of said at least one link conversion processes and said single server processes requests for a plurality of media formats corresponding to each said link conversion process.

15. (Currently Amended) A system for serving media content over the Internet comprising:

at least one client workstation, responsively interfaced to the Internet wherein link encoded web pages, or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, are displayed and said at least one client workstation enabling a user to select a link of the link encoded web pages, or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, thereby resulting in the transmission of a request over the Internet for receiving the media content, said link specifying the media content and format associated therewith;

at least one linking server hosting at least one link conversion process, wherein the linking server enables a plurality of formats to stream without having to deploy one or more reference

files containing an address to the media content and receives the request for the media content from said at least one client workstation, the request comprising specification of the media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding, said at least one linking server generating another request to serve the media content to said at least one client workstation, said another request automatically formatted or preformatted to be in conformity at least with the format of the media content via said at least one link conversion process; and

at least one media content server storing the media content, and responsive to the another request received from said at least one linking server delivering the media content over the Internet to said at least one client workstation.

16. (Withdrawn) A system for serving non-media content designated in requests specified in web page components over the Internet comprising:

at least one client workstation, responsively interfaced to the Internet wherein link encoded web pages and/or electronic mail messages are displayed and said at least one client workstation enabling a user to select a link resulting in the transmission of a request over the Internet for receiving the non-media content, said link specifying the non-media content and the options for serving web page components associated therewith;

at least one linking server hosting at least one link conversion process, and receiving the request for the non-media content from said at least one client workstation, the request optionally comprising specification of the non-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding, said at least one linking server generating another request to

serve the non-media content to said at least one client workstation, said another request automatically configured or preconfigured to be in conformity at least with the configuration of the non-media content via said at least one link conversion process; and

at least one non-media content server hosting the non-media content, and responsive to the another request received from said at least one linking server delivering the non-media content over the Internet to said at least one client workstation.

17. (Currently Amended) A method of processing requests for multi-media content by at least one client workstation over the Internet comprising the steps of:

uploading the multi-media content to at least one multi-media content server;

generating at least one link encoded web page or link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, wherein the at least one link encoded web page or link encoded electronic mail message, or the at least one link encoded web page and link encoded electronic mail message, includes a request for the multi-media content including at least one link specifying at least one linking server responsive to a user request, wherein the linking server enables a plurality of formats to stream without having to deploy one or more reference files containing an address to the multi-media content;

distributing said at least one link encoded web page or link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, to the at least one client workstation over the Internet;

receiving by the at least one linking server the request from the at least one client

workstation for the multi-media content via the at least one link, said request from the at least one client workstation comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

generating another request by the at least one linking server to stream the multi-media content to said at least one client workstation or other workstation, said another request automatically formatted or preformatted to be in conformity at least with the format of the multi-media content.

18. (Original) The method as in Claim 17 wherein said link specifying the media content and the format associated therewith further includes specification of said at least one linking server for pre-processing the request.

19. (Original) The method as in Claim 17 wherein said request expressly specifies a communications port of said at least one linking server.

20. (Original) The method as in Claim 17 wherein said request does not expressly specify a communications port of said at least one linking server.

21. (Original) The system as in Claim 17 wherein said at least one linking server includes a database for recording each said request.

22. (Original) The system as in Claim 17 wherein the linking server processes said request only if the requesting client pays for the requested media content.

23. (Original) The system as in Claim 17 wherein the linking server processes said request only if the requesting client is authorized to receive the requested media content.

24. (Previously Presented) The system as in Claim 17 wherein the linking server hosts said conversion processes for requests for media content in a plurality of formats including formats selected from the group consisting of Windows Media™, RealNetworks™, QuickTime™, MP3 and MPEG formats.

25. (Original) The system as in Claim 17 wherein said web pages are hosted on a web server, wherein said web server only serves requests for content consisting of web pages.

26. (Original) The system as in Claim 17 wherein the media content is at least one of a RealNetworks™, QuickTime™,Windows Media™, MPEG and MP3 multi-media clip.

27. (Original) The system as in Claim 17 wherein said link specifying the media content and the format associated therewith specifies one of a plurality of different formats.

28. (Original) The system as in Claim 17 wherein said link conversion process further

comprises at least one of a standalone application specified in Visual Basic and Visual Basic Script under Microsoft ASP.

29. (Original) The system as in Claim 17, wherein the at least one link conversion process is a plurality of link conversion processes.

30. (Original) The system as in Claim 17, wherein the at least one linking server is such that a single server hosts a plurality of said at least one link conversion processes and said single server processes requests for a plurality of media formats corresponding to each said link conversion process.

31. (Currently Amended) A method of processing requests for media content by at least one client workstation over the Internet comprising the steps of:

uploading the media content to at least one media content server;

generating at least one link encoded web page or link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, wherein the at least one link encoded web page or link encoded electronic mail message, or the at least one link encoded web page and link encoded electronic mail message, includes a request for the media content including at least one link specifying at least one linking server responsive to a user request, wherein the linking server enables a plurality of formats to stream without having to deploy one or more reference files containing an address to the media content;

distributing said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, to the at least one client workstation over the Internet;

receiving by the at least one linking server the request from the at least one client workstation for the ~~media~~multi-media content via the at least one link, said request from the at least one client workstation comprising specification of the media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

generating another request by the at least one linking server to stream the media content to said at least one client workstation or other workstation, said another request automatically formatted or preformatted to be in conformity at least with the format of the ~~media~~multi-media content.

32. (Withdrawn) A method of processing requests for non-media data content by at least one client workstation over the Internet comprising the steps of:

uploading the non-media data content to at least one non-media data content server;

generating at least one web page and/or electronic mail message, wherein the at least one web page and/or electronic mail message includes a request for the non-media data content including at least one link specifying at least one linking server responsive to a user request;

distributing said at least one web page and/or at least one electronic mail message to the at least one client workstation over the Internet;

receiving by the at least one linking server the request from the at least one client

workstation for the non-media data content via the at least one link, said request from the at least one client workstation optionally comprising specification of the non-media data content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

generating another request by the at least one linking server to transmit the non-media data content to said at least one client workstation or other workstation, said another request automatically configured or preconfigured to be in conformity at least with the configuration requirements of the non-media data content.

33. (Currently Amended) A system for distributing at least one of information and information services over a computer network comprising:

at least one client workstation responsively interfaced to the computer network wherein link encoded web pages or link encoded electronic mail messages, or link encoded web pages and link encoded electronic mail messages, are displayed and said at least one client workstation enabling the selection of a link resulting in the transmission of a request over said computer network for the at least one of information and information services;

at least one connection processor responsively interfaced to the computer network and hosting at least one connection conversion process, said at least one connection processor receiving the request from at least one client workstation for the at least one of information and information services and applying the at least one connection conversion process to generate at least one other request for the at least one of information and information services and transmit the at least one other request over the computer network;

at least one remote server responsively interfaced to the computer network and hosting the at least one of information and information services, said at least remote one server receiving the at least one other request to deliver at least one of information and information services over the computer network to said at least one requesting client workstation; and

at least one linking server that is a single server hosting a plurality of said at least one link conversion processes and said single server processes requests for a plurality of media formats corresponding to each said link conversion process, wherein the linking server enables a plurality of formats to stream without having to deploy one or more reference files containing an address to media content.

34. (Original) The system as in Claim 33 wherein the computer network is the Internet.

35. (Previously Presented) The system as in Claim 33 wherein the at least one of information and information services is streaming multi-media content.

36. (Previously Presented) The system as in Claim 33 wherein the at least one of information and information services is media content.

37. (Withdrawn) The system as in Claim 33 wherein the at least one of information and information services is non-media content.

38. (Original) The system as in Claim 33 wherein said link specifying the at least one of information and information services and the format associated therewith further includes specification of said at least one connection processor for pre-processing the request.

39. (Original) The system as in Claim 33 wherein said request expressly specifies a communications port of said at least one connection processor.

40. (Original) The system as in Claim 33 wherein said request does not expressly specify a communications port of said at least one connection processor.

41. (Original) The system as in Claim 33 wherein said at least one connection processor includes a database for recording each said request.

42. (Original) The system as in Claim 33 wherein the at least one connection processor processes said request only if the requesting client pays for the requested at least one of information and information services.

43. (Original) The system as in Claim 33 wherein the connection processor processes said request only if the requesting client is authorized to receive the requested at least one of information and information services.

44. (Original) The system as in Claim 33 wherein the connection processor hosts said conversion processes for requests for at least one of information and information services in a plurality of formats including Windows Media™, RealNetworks™, QuickTime™, MP3 and MPEG formats.

45. (Original) The system as in Claim 33 wherein said web pages are hosted on a web server, wherein said web server only serves requests for content consisting of web pages.

46. (Original) The system as in Claim 33 wherein the at least one of information and information services is at least one of a RealNetworks™, QuickTime™,Windows Media™, MPEG and MP3 multi-media clip.

47. (Previously Presented) The system as in Claim 33 wherein said link specifying multi-media content and the format associated therewith specifies one of a plurality of different formats.

48. (Original) The system as in Claim 33 wherein said link conversion process further comprises at least one of a standalone application specified in Visual Basic and Visual Basic Script under Microsoft ASP.

49. (Original) The system as in Claim 33, wherein the at least one link conversion

process is a plurality of link conversion processes.

50. (Canceled)

51. (Currently Amended) A method for distributing at least one of information and information services over a computer network comprising the steps of:

uploading at least one of information and information services to at least one server;

generating at least one of a link encoded web page and a link encodedan electronic mail message, wherein eachthe at least one of the link encoded web page and the link encoded electronic mail message contains at least one link specifying a connection processor;

distributing said at least one the link encoded web page, or the link encoded electronic mail message, or the link encoded web page and the link encoded electronic mail message, to at least one client workstation over the computer network;

receiving over the computer network from the client workstation a first request for at least one of information and information services, wherein the connection processor receives the first request for the at least one of information and information services, and wherein the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to media content, multi-media content or non-media content;

identifying the at least one of information and information services requested;

generating other requests to satisfy the first request for at least one of information and

information services ~~requested~~; and

transmitting said generated other requests over the computer network for at least one of information and information services.

52. (Original) The method as in Claim 51 wherein the computer network is the Internet.

53. (Previously Presented) The method as in Claim 51 wherein the at least one of information and information services is streaming multi-media content.

54. (Previously Presented) The method as in Claim 51 wherein the at least one of information and information services is media content.

55. (Withdrawn) The method as in Claim 51 wherein the at least one of information and information services is non-media content.

56. (Original) The method as in Claim 51 wherein said request for at least one of information and information services expressly specifies a communications port of said connection processor.

57. (Original) The method as in Claim 51 wherein said request for at least one of information and information services does not expressly specify a communications port of said

connection processor.

58. (Original) The method as in Claim 51 wherein said connection processor includes a database for recording each said request.

59. (Original) The method as in Claim 51 wherein said connection processor processes said request for at least one of information and information services only if the requesting client pays for the requested at least one of information and information services.

60. (Original) The method as in Claim 51 wherein the connection processor processes said request for at least one of information and information services only if the requesting client is authorized to receive the requested at least one of information and information services.

61. (Original) The method as in Claim 51 wherein the connection processor generates said other requests for at least one of information and information services in a plurality of formats including Windows Media™, RealNetworks™, QuickTime™, MP3 and MPEG formats.

62. (Original) The method as in Claim 51 wherein said web pages are hosted on a web server which only processes requests for web pages.

63. (Original) The method as in Claim 51 wherein the at least one of information and

information services is at least one of a RealNetworks™, QuickTime™,Windows Media™, MPEG and MP3 media clip.

64. (Original) The method as in Claim 51 wherein the connection processor generates other requests for at least one of information and information services in a plurality of distinct formats.

65. (Original) The method as in Claim 51 wherein said link conversion process further comprises at least one of a standalone application specified in Visual Basic and Visual Basic Script under Microsoft ASP.

66. (Original) The method as in Claim 51, wherein the connection processor hosts a plurality of processes for generating other requests in a plurality of distinct formats.

67. (Currently Amended) A system for distributing a website specification including at least one link encoded web page providing at least one of information and information services over a computer network, the system comprising:

a web server responsively connected to the computer network, said web server for hosting the website;

a web development workstation for specifying the at least one web page of the website, said web development workstation responsively connected to the computer network;

a computer process hosted on the web development workstation for constructing at least one link specifying a connection processor;

another computer process hosted on the web development workstation for embedding the at least one link into the at least one web page so that the at least one web page is a link encoded web page;

a network interface for sending the at least one link encoded web page from the web development workstation to the web server;

a client workstation responsively connected to the computer network wherein the client workstation originates at least one request for the at least one link encoded web page and at least one request for at least one of information and information services by specifying a selection, said selection resulting in the transmission of the at least one link over the computer network;

another computer process hosted on the connection processor, receiving the at least one link and converting said at least one link to an other at least one of information and information services request, wherein the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to the media content, and said request specifies at least one media server; and

a network interface for transmitting the other at least one of information and information services request to the media server.

68. (Currently Amended) A method for distributing a website specification or an electronic mail message specification for processing a request for at least one of information and

information services over a computer network to a connection processor, the method comprising the steps of:

applying a computer process to a specification of display options for at least one of information and information services resulting in the generation of a link comprising the specification of the display options and a reference to the connection processor;

embedding said link into at least one of a website and an electronic mail message so that the website is a link encoded website and the electronic mail message is a link encoded electronic mail message;

distributing the link embedded in the at least one of the link encoded website and the link encoded electronic mail message to at least one client workstation;

receiving the link by the connection processor resulting from the request for at least one of information and information services generated by the at least one client workstation, wherein the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to media content; and

applying a computer process hosted on the connection processor to convert the specification of display options for the connection processor into an other request for at least one media server to satisfy the request for at least one of information and information services.

69. (Currently Amended) A system for optimizing the distribution of at least one of information and information services over a computer network, the system comprising:

at least one client workstation, responsively interfaced to the computer network wherein at

least one of a link encoded web page and a link encodedan electronic mail message are displayed and said at least one client workstation enabling a user to select a link resulting in the transmission of a request over the computer network for receiving the at least one of information and information services;

at least one connection processor responsively interfaced to the computer network and hosting at least one connection conversion process, wherein the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to the media content and receives the request from at least one client workstation for the at least one of information and information services and applies the at least one connection conversion process to generate at least one other request for the at least one of information and information services and transmits the at least one other request over the computer network, said at least one other request responsive to the requirements of a dynamic resource distribution optimization program responsive to changes in network demand for the at least one of information and information services; and

at least one media server responsively interfaced to the computer network and hosting the at least one of information and information services, said at least one media server receiving the at least one other request to deliver at least one of information and information services over the computer network to said at least one requesting client workstation.

70. (Currently Amended) A method for optimizing the distribution of at least one of information and information services over a computer network, the method comprising the steps

of:

uploading at least one of information and information services to at least one media server;

generating at least one of a link encoded web page and a link encodedan electronic mail message, wherein eachthe at least one of the link encoded web page and the link encoded electronic mail message contains at least one link referencing a connection processor and encoding at least one of information and information services display;

distributing the at least onelink encoded web page, or the link encoded electronic mail message, or the link encoded web page and the link encoded electronic mail message over the computer network;

receiving, over the computer network, a request for at least one of information and information services, wherein said receiving of the request for the at least one of information and information services is performed by the connection processor, wherein the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to the media content;

generating at least one other request for the at least one of information and information services responsive to the requirements of a dynamic resource distribution optimization program responsive to changes in network demand for the at least one of information and information services; and

transmitting said generated requests over the computer network to the at least one media server.

71. (Currently Amended) In a system for distributing at least one of information and information services over a computer network wherein multi-media content is uploaded to at least one multi-media content server, a method comprising the steps of:

generating a request for the multi-media content including at least one link specifying at least one linking server inserted in at least one web page or electronic mail message, or at least one web page and electronic mail message so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, responsive to a user request, said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, to be distributed to at least one client workstation over the Internet, wherein the linking server enables a plurality of formats to stream without having to deploy one or more reference files containing an address to the multi-media content;

receiving by the at least one linking server the request from the at least one client workstation for the multi-media content via the at least one link, said request from the at least one client workstation comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

generating another request by the at least one linking server to stream the multi-media content to said at least one client workstation or other workstation, said another request automatically formatted or preformatted to be in conformity at least with the format of the multi-media content.

72. (Currently Amended) In a system for distributing at least one of information and information services over a computer network wherein multi-media content is uploaded to at least one multi-media content server, computer program code stored on memory of a computer ~~readable memory~~ is transmitted as a computer data signal embodied in a carrier wave, wherein the computer program code comprises:

a first program code for generating a request for the multi-media content including at least one link specifying at least one linking server inserted in at least one web page or electronic mail message, or at least one web page and electronic mail message, so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, that is responsive to a user request, said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, to be distributed to at least one client workstation over the Internet, wherein the linking server enables a plurality of formats to stream without having to deploy one or more reference files containing an address to the multi-media content;

a second program code for directing receipt by the at least one linking server the request from the at least one client workstation for the multi-media content via the at least one link, said request from the at least one client workstation comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding; and

a third program code for generating another request by the at least one linking server to stream the multi-media content to said at least one client workstation or other workstation, said another request automatically formatted or preformatted to be in conformity at least with the

format of the multi-media content.

73. (Currently Amended) In a system for distributing at least one of information and information services over a computer network wherein at least one of information and information services is uploaded to at least one media server, a method comprising the steps of:

generating at least one of a link encoded web page and a link encodedan electronic mail message, wherein the at least one link encoded web page or link encoded electronic mail message, or link encoded web page and link encoded electronic mail message, are responsive to a user request, and contains at least one link specifying a connection processor, said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, are to be distributed to at least one client workstation over the computer network;

receiving by the connection processor over the computer network a first request for at least one of information and information services, wherein the connection processor receives the first request for the at least one of information and information services and the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to the media content;

identifying by the connection processor the at least one of information and information services requested and generating other requests to satisfy the first request for the at least one of information and information services requested; and

transmitting said generated other requests over the computer network for at least one of

information and information services.

74. (Currently Amended) In a system for distributing at least one of information and information services over a computer network wherein at least one of information and information services is uploaded to at least one media server, computer program code stored on memory of a computer ~~readable memory~~ is transmitted as a computer data signal embodied in a carrier wave, wherein the computer program code comprises:

a first program code for generating at least one of a web page and an electronic mail message, wherein the at least one web page or electronic mail message, or one web page and electronic mail message, are responsive to a user request, and contains at least one link specifying a connection processor so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, said at least one link encoded web page or at least one link encoded electronic mail message, or at least one link encoded web page and link encoded electronic mail message, are to be distributed to at least one client workstation over the computer network, wherein the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to media content;

a second program code for directing receipt by the connection processor over the computer network a first request for at least one of information and information services, wherein the connection processor receives the first request for the at least one of information and information services;

a third program code for identifying, by the connection processor, the at least one of information and information services requested and generating other requests to satisfy the first request for at least one of information and information services ~~requested~~; and

a fourth program code for directing transmission of said generated other requests over the computer network for the at least one of information and information services.

75. (Currently Amended) A method for distributing a website specification or an electronic mail message specification, or a website specification and an electronic mail message specification, for processing a request for at least one of information and information services over a computer network to a connection processor, the method comprising the steps of:

generating a link representing a user's specification of display options for at least one of information and information services, wherein the link points to the connection processor, wherein said link is embedded by the user into at least one of the website or electronic mail message, or the website and the electronic mail message, so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, and the link is distributed to at least one client workstation;

receiving the link by the connection processor resulting from the request for at least one of information and information services generated by the at least one client workstation, wherein the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to the multi-media content; and

generating by the connection processor another request for at least one media server to

satisfy the request for at least one of information and information services.

76. (Currently Amended) In a system for distributing a website specification or an electronic mail message specification, or a website specification and an electronic mail message, for processing a request for at least one of information and information services over a computer network to a connection processor, computer program code stored on memory of a computer ~~readable memory~~ is transmitted as a computer data signal embodied in a carrier wave, wherein the computer program code comprises:

a first program code for generating a link representing a user's specification of display options for at least one of information and information services, wherein the link points to the connection processor, wherein ~~the~~said link is embedded by the user into at least one of the website or the electronic mail message, or the website and the electronic mail message, so that the web page is a link encoded web page and the electronic mail message is a link encoded electronic mail message, and the link is distributed to at least one client workstation;

a second program code for directing receipt of the link by the connection processor resulting from the request for at least one of information and information services generated by the at least one client workstation; and

a third program code for generating by the connection processor another request for at least one media server to satisfy the request for at least one of information and information services, wherein the connection processor is a linking server enabling a plurality of formats to stream without having to deploy one or more reference files containing an address to media

content.

77. (NEW) A system for delivering streaming multi-media content over the Internet comprising:

at least one client workstation, responsively interfaced to the Internet wherein a link encoded web page, or link encoded electronic mail message, or link encoded web page and link encoded electronic mail message, are displayed and said at least one client workstation enables a user to select a link of the link encoded web page, or the link encoded electronic mail message, or the link encoded web page and the link encoded electronic mail message, thereby resulting in the transmission of a request over the Internet for receiving the multi-media content, said link specifying the multi-media content and format associated therewith;

at least one linking server hosting at least one link conversion process, wherein the linking server enables a plurality of formats to stream without having to deploy one or more reference files containing an address to the multi-media content and receives the request for the multi-media content from said at least one client workstation, the request comprising specification of the multi-media content in at least one of a banner ad, a pre-clip, a post-clip, and a web page embedding, said at least one linking server generating another request to stream the multi-media content to said at least one client workstation, said another request automatically formatted or preformatted to be in conformity at least with the format of the multi-media content via said at least one link conversion process; and

at least one streaming multi-media server storing the multi-media content, and

responsive to the another request received from said at least one linking server delivering the multi-media content over the Internet to said at least one client workstation.